Drive increased customer and personal satisfaction.

MicroLearning Videos and Book Summaries

At GSA, everyone is a Leader. These videos and book summaries offer insights to all employees – whether you're a leader of others, aspiring to lead others, or an individual contributor.

Customer Service is an Ongoing Relationship
Sarah Robinson
Video: 4 minutes

Customer Focus: The Zappos Story
Tony Shieh
Video: 3 minutes

Disgruntled Workers Don't Give Great Customer Service
Srikumar Rao
Video: 3 minutes

Radical Customer-Centricity

Geoff Colvin

Video: 3 minutes

The Challenger Sale: Taking Control of the Customer Conversation

Matthew Dixon and Brent Adamson

Book Summary: 4 pages

Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information

Itamar Simonson and Emanuel Rosen

Book Summary: 4 pages

Supporting Research

According to McKinsey, "Rising customer expectations continue to push businesses to improve the customer experience across all channels…A healthy obsession with improving the customer experience is the foundation of any digital transformation. No enterprise is perfect, but leadership teams should aspire to fix every error or bad experience. Processes that enable companies to capture and learn from every customer interaction – positive or negative – help them to regularly test assumptions about how customers are using digital and constantly fine-tune the experience."

-- 'Tunde Olanrewaju, Kate Smaje, and Paul Willmott; "The Seven Traits of Effective Digital Enterprises," McKinsey, May 2014

Activities and Questions

Use Data to Understand Your Customers

Most companies want to be customer-centric and understand their customers' wants and needs. But to be radically customer-centric often requires using data and information about your customers. Today, access to information about customers is readily available. How are you using it?

Step 1: View the Video

View the video [Radical Customer-Centricity](#) featuring Geoff Colvin. Focus on the software tools you have available in your company to understand your customers. How much are you and your team using these tools? To what extent do you share information about these tools and the customer data that is derived and used?

Step 2: Discuss and Learn with Your Team

Discuss customer-related data with your team or work group. You may want to share the video with them as well.

ASK: "What types of data are we using in our team to understand our customers?" Consider both internal and external customers, as well as both internal (CRM, surveys) and external (market, analytics) data. Compile as much information as you can, exploring data from social media, direct customer feedback, competitive sources, and what your company's "numbers" tell you about customers.

After compiling the various sources of customer data you and your team are using or could be using, identify one or two types of software tools or data analytics to investigate more fully. Then make a plan to share information or have regular learning sessions with your team or work group.

Reflective Questions

- Who are your customers? What do you know about them?
- How customer-focused is your company? What actions constitute this customer focus?
- How frequently is customer-centricity discussed in your team or with your manager?
- What training or other developmental experiences have you had in customer satisfaction and service? What, if anything, is lacking in your overall customer-focus skill set?
- If your team was 10% more customer focused, what would you be doing that you are not doing now?
- What did you discover about yourself and your company in the activity that involves using data to understand your customers? If your company is not using customer data to its full capacity, what might you do to influence the situation?

Additional Resources

Be sure to include your Continuous Learning Journey on your IDP.

Want to access the Videos & Book Summaries via your GSA issued mobile device? Download the Skillsoft Learning App here!

App Store or Google Play

Please note, you will need your ENT username and password.

For more information, contact Samira White at samira.white@gsa.gov or go to our Insite page for additional information.

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